

## IN THE CLAIMS

1. (Amended) A user customizable, magnetic advertisement for a business comprising:

a first magnetic layer having a first surface and a second surface wherein; the first surface ~~further comprising; is divided into~~

a first portion having a first dimension and a second dimension, the first and second dimensions generally forming a two dimensional rectangular shape substantially the size of a business card; and

a second portion including information related to the business ~~printed material;~~

an adhesive affixed to the first portion having first and second dimensions substantially similar to the first portion and configured to receive the business card ~~a medium including business information; and~~

a protective layer affixed to the adhesive which may be removed to receive the business card information medium,

wherein the advertisement is customizable by removing the protective layer and affixing the business card information medium.

2. (Amended) The magnetic advertisement of claim 1 wherein the second portion has a substantially triangular shape having a base abutting the first portion ~~medium is a business card and the printed material provides information associated with a business.~~

3. (Original) The magnetic advertisement of claim 1 wherein the second portion is a coupon.

4. (Original) The magnetic advertisement of claim 1 wherein the first layer includes a boundary between the first portion and the second portion, the boundary included one of perforations, indentations, or scoring to aid in the separation of the first portion from the second portion.

5. (Amended) The magnetic advertisement of claim 1 wherein the second portion has a first dimension that is substantially similar to the first dimension of the first portion, such that when

the business card is affixed to the first portion the overall magnetic advertisement presented by the first and second portions has a professional, finished appearance ~~includes a frequent purchase coupon.~~

6. (Original) The magnetic advertisement of claim 1 wherein the second portion includes a service reminder.
7. (Original) The magnetic advertisement of claim 1 wherein the second portion includes an appointment reminder.
8. (Original) The magnetic advertisement of claim 1 wherein the second portion includes a tag line including information about a business.
9. (Original) The magnetic advertisement of claim 1 wherein the second portion is configured to receive written indications.
10. (Original) The magnetic advertisement of claim 1 wherein the second portion further comprises designated areas to receive written information.
11. (Original) The magnetic advertisement of claim 10 wherein the written information includes one of an appointment, a date and a time.
12. (Original) The magnetic advertisement of claim 10 wherein the written information includes a service to be performed.
13. (Original) The magnetic advertisement of claim 10 wherein the written information includes one of a make, a model, and one or more services to be performed on a vehicle.
14. (Original) The magnetic advertisement of claim 1 wherein the second surface is configured for placement on a magnetic receptive material to display the advertisement.

15. (Amended) The magnetic advertisement of claim 2 ~~+~~ wherein the dimension of the base is greater than the first dimension of the first portion ~~magnetic layer is formed in a shape identified with a business.~~

16. (Amended) The magnetic advertisement of claim 1 wherein the first and second dimensions of the first portion of the first surface are substantially ~~two inches by~~ three and a half inches by two inches.

17. (Amended) A user customized magnetic advertisement for a business comprising:

a first magnetic layer having a first surface and a second surface, the first surface further comprising:

a first portion having a first dimension and a second dimension, the first and second dimensions generally forming a two dimensional rectangular shape substantially the size of a business card;~~and~~

~~a second portion including printed business material;~~

an adhesive affixed to the first portion; and configured to receive

~~a medium affixed and affix the business card to the adhesive including information identifying a business;~~

a second portion having a first dimension that is substantially similar to the first dimension of the first portion and including information related to the business,

such that when the business card is affixed to the first portion, the customized magnetic advertisement presented by the first and second portions has a professional, finished appearance.

18. (Amended) The magnetic advertisement of claim 17 wherein ~~the medium is a business card~~ the adhesive has first and second dimensions substantially similar to the first portion.

19. (Original) The magnetic advertisement of claim 17 wherein the second portion is a coupon.

20. (Original) The magnetic advertisement of claim 17 wherein the first layer includes a boundary between the first portion and the second portion, the boundary included one of perforations, indentations, or scoring to aid in the separation of the first portion from the second portion.

21. (Original) The magnetic advertisement of claim 17 wherein the second portion includes a frequent purchase coupon.

22. (Original) The magnetic advertisement of claim 17 wherein the second portion includes a service reminder.

23. (Original) The magnetic advertisement of claim 17 wherein the second portion includes an appointment reminder.

24. (Original) The magnetic advertisement of claim 17 wherein the second portion includes a tag line including information about the business.

25. (Original) The magnetic advertisement of claim 17 wherein the second portion is configured to receive written indications.

26. (Original) The magnetic advertisement of claim 17 wherein the second portion further comprises designated areas to receive written information.

27. (Original) The magnetic advertisement of claim 26 wherein the written information includes one of an appointment, a date and a time.

28. (Original) The magnetic advertisement of claim 26 wherein the written information includes a service to be performed.

29. (Original) The magnetic advertisement of claim 26 wherein the written information includes one of a make, a model, and one or more services to be performed on a vehicle.

30. (Original) The magnetic advertisement of claim 17 wherein the second surface is configured for placement on a magnetic receptive material to display the advertisement.

31. (Cancelled)

32. (Amended) The magnetic advertisement of claim 17 wherein the first and second dimensions of the first portion of the first surface are substantially ~~two inches by~~ three and a half inches by two inches.

33. (Amended) A method of customizing a magnetic advertisement for a business, the method comprising:

providing a magnetic layer including a first portion having a first dimension and a second dimension, the first and second dimensions generally forming a two dimensional rectangular shape substantially the size of a business card with an adhesive and a protective layer covering the adhesive and second portion having a first dimension that is substantially similar to the first dimension of the first portion including information relating to the business ~~printed business material;~~

removing the protective layer to expose the adhesive;

affixing a ~~medium having information identifying a~~ business card, having a first dimension and a second dimension substantially similar to the first and second dimensions of the first portion, to the adhesive where the first dimension of the first portion, the first dimension of the second portion, and the first dimension of the business card are aligned such that when the business card is affixed to the first portion by the adhesive, the customized magnetic advertisement presented by the first and second portions has a professional, finished appearance;  
and

~~distributing~~ issuing the magnetic advertisement with affixed ~~medium~~ business card to current or prospective customers.

34. (Cancelled)

35. (Cancelled).

36. (Amended) The method of claim 33 wherein providing the second portion includes providing a coupon, the method further comprising:

presenting the coupon to an issuer of the coupon; and

redeeming the coupon in exchange for one of a free product, a free service, a discounted product, and a discounted service.

37. (Original) The method of magnetic advertising of claim 33 wherein the first layer includes a boundary between the first portion and the second portion, the boundary included one of perforations, indentations, or scoring to aid in the separation of the first portion from the second portion and further.

38. (Amended) The method of magnetic advertising of claim ~~33~~ 37 wherein providing the second portion includes providing a frequent-purchase coupon, the method further comprising:

separating the first and second portions;

presenting the coupon to an issuer of the coupon; and

redeeming the coupon in exchange for one of a free product, a free service, a discounted product, and a discounted service.

39. (Amended) The method of magnetic advertising of claim 33 wherein providing the second portion includes providing a service reminder, the method further comprising configuring the service reminder to indicate when to seek service, and presenting the service reminder to a customer with the business card affixed.

40. (Original) The method of magnetic advertising of claim 33 wherein the second portion includes an appointment reminder.

41. (Original) The method of magnetic advertising of claim 33 wherein the second portion includes a tag line including information about the business.

42. (Original) The method of magnetic advertising of claim 33 further comprising writing information on the second portion.

43. (Original) The method of magnetic advertising of claim 33 further comprising writing information in designated areas of the second portion.

44. (Original) The method of magnetic advertising of claim 43 wherein the written information includes one of an appointment, a date and a time.

45. (Original) The magnetic advertising of claim 43 wherein the written information includes a service to be performed.

46. (Original) The method of magnetic advertising of claim 43 wherein the written information includes one of a make, a model, and one or more services to be performed on a vehicle.

47. (Original) The method of magnetic advertising of claim 33 further comprising placing the second surface in contact with a magnetic receptive material to display the advertisement.

48. (Original) The method of magnetic advertising of claim 33 wherein the magnetic layer is formed in a shape identified with a business.

49. (Amended) The method of magnetic advertising of claim 33 wherein the first and second dimensions of the first portion of the first surface are substantially ~~two inches by three and a half inches~~ by two inches.